

### IN THE CLAIMS

Q2 Claim 1 (currently amended) - A system for the display of advertisements over two communication mediums comprising:

sequester means to sequester advertisements existing in a first format into a second format;

display means to display said second format; and

refresh means to ~~refresh~~ update the second format when advertising information reflected in the first format changes;

wherein said refresh means also maintains ~~provides~~ commonality in the advertisement between said first format and said second format where there are no changes.

Claim 2 (currently amended) - A process for the display of an advertisement over two separate communication mediums comprising:

sequestering advertisements existing in a first newspaper format into a second internet format;

displaying the second format on the internet;

refreshing the second format when advertising information reflected in the first format changes; and

wherein refreshing ~~provides~~ also maintains commonality in the advertisement between the first format and the second format.

Claim 3 (currently amended) - A system for displaying an advertisement in two distinct communication forms comprising:

an editor means for first formulating the advertisement on a tangible medium;

a printing means for initially producing the advertisement ~~in~~ onto a paper medium;

a file transfer means to transfer the advertisement from said editor means to a universal remote locator; and

02 a means to permit access to said universal remote location to view the advertisement from a visual display unit until said advertisement is replaced with a more current advertisement generated from said editor means.

Claim 4 (currently amended) - A process for displaying an advertisement on a wide area computer ~~software~~ network comprising:

formulating an advertisement for a product or service;

initially displaying the advertisement in a printed periodical;

transferring an electronic identical copy of said advertisement to a universal resource locator; and

permitting access to the advertisement at the universal resource location.

Claim 5 (currently amended) - The process of claim 4 further including the step of:

replacing the electronically displayed advertisement with a more recently formulated advertisement ~~for~~ to maintain commonality between the most recent printed advertisement and the electronic advertisement.

Claim 6 (new) - A system for the display of newspaper advertisements on the internet comprising:

means to convert advertisements from a newspaper format into an internet format;

display means to display said internet format; and

means to modify the internet format when information pertaining to the contents of the newspaper advertisements changes.

Claim 7 (new) - A system for displaying an advertisement in a periodical and the internet comprising:

A2 an editor means for formulating the advertisement on a tangible medium;

a printing means for producing the advertisement in the periodical;

a file transfer means to transfer the advertisement from said editor means to a universal remote locator; and

a means to permit access to said universal remote location to view the advertisement from a visual display unit until said advertisement is replaced with a more current advertisement generated from said editor means.

Claim 8 (new) - A process for displaying an advertisement on a wide area computer network comprising:

formulating an advertisement for a product or service;

displaying the advertisement in a printed periodical;

fractionating the advertisement into data fields;

transferring an electronic identical copy of said advertisement along with the data fields to a universal resource locator; and

permitting access to the advertisement at the universal resource location.

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Claim 9 (new) - The process of claim 8 further including the step of:

allowing searching for the electronically displayed advertisement by the data fields by presenting a query field to the user.

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